



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 318-2010

LETTER TO COMMISSION

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: November 30, 2010

SUBJECT: City Awarded \$200,000 Grant from Knight Foundation for "Sleepless Night"

I have the great pleasure to inform you that yesterday the City of Miami Beach Department of Tourism and Cultural Development was awarded a matching grant of \$200,000 from the John S. and James L. Knight Foundation in support of "Sleepless Night", which will occur next on November 5, 2011. Mayor Matti Herrera Bower accepted the award from Alberto Ibarguen, President and CEO of the Knight Foundation, at a gala ceremony last night at the Arsht Center's Knight Concert Hall.

I am especially proud that this grant was one of only 27 projects funded out of more than 950 proposals to the Knight Arts Challenge, and that it was the third largest grant awarded in this year's program. The John S. and James L. Knight Foundation's Knight Arts Challenge is a five-year, \$40 million initiative "to bring South Florida together through the arts." Knight is spreading the city's \$200,000 (\$100,000 per year) grant over two consecutive years to enable Sleepless Night to become an annual, rather than biannual event.

Sleepless Night was created by the Cultural Arts Council (which counts cultural marketing as one of its primary concerns) to strengthen our reputation as the region's prime cultural tourism destination. The highly successful international Nuit Blanche model (which first appeared in Paris in 2002) was chosen because it offered the opportunity to reach all of the diverse populations of South Florida, and to create community by removing the barriers that often disenfranchise some segments of the population. Additionally, Nuit Blanche had been triumphant at addressing the ultimate issue facing the arts today, audience-building, by engaging the public with a wide range of cultural presentations woven into the fabric of a social event. Similar events are held annually in other major international cities, including Madrid, Rome, Paris and Montreal, to name a few.

I am confident that Sleepless Night will continue to grow and become a major, annual signature event for the city, and extremely grateful to the Knight Foundation for its recognition of the event's significance for our community.